

# **The Economic Impact of Travel on Louisiana Parishes 2009**

A Study Prepared for the  
**Louisiana Office of Tourism**  
by the  
Research Department of the  
U.S. Travel Association  
Washington, D.C.  
October 2010



## **PREFACE**

This study was conducted by the research department of the U.S. Travel Association for the Louisiana Office of Tourism. This report include 2009 preliminary estimates of domestic traveler expenditures in Louisiana, as well as employment, payroll income, and federal, state and local tax revenues directly generated by these expenditures.

Additionally, this study provides estimates by parish of domestic travel expenditures and employment; payroll income; and state and local tax revenue directly generated by domestic expenditures.

For the purpose of comparison, related 2008 impact data are also included in this report.

U.S. Travel Association  
Washington, D.C.  
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## INTRODUCTION

This report presents preliminary 2009 estimates of the impact of U.S. resident traveler spending in Louisiana, as well as the employment, payroll income and tax revenue directly generated by this spending. For the purpose of comparison, 2008 impact data are also included in this report.

All estimates of the economic impact of travel contained in this volume are the product of U.S. Travel Association's Travel Economic Impact Model (TEIM), a proprietary economic model developed expressly to indicate the expenditures, employment, payroll, and tax revenue generated by travel away from home in the United States.

The Travel Economic Impact Model (TEIM) was initially developed for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and counties. The original TEIM has been revised substantially based on more accurate and targeted input data available from governments and the private sector.

The domestic component of TEIM is based on national surveys conducted by the U.S. Travel Association and other travel-related data developed each year by U.S. Travel Association, various federal agencies and national travel organizations. A summary of the methodology is provided in Appendix A.

U.S. residents traveling in Louisiana includes both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on day or overnight trips to places 50 miles or more away from home. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school, are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude publicly supported payroll and employment.

Since additional data relating to travel and its economic impact in 2009 will become available subsequent to this study, U.S. Travel Association reserves the right to revise these estimates in the future.

## **EXECUTIVE SUMMARY**

- In 2009, domestic travelers directly spent nearly \$8.7 billion in Louisiana, down 7.0 percent from 2008, largely driven by gasoline price decline and weak room demand.
- Domestic traveler expenditures directly generated 99,000 jobs within Louisiana in 2009, a decrease of 2.6 percent over 2008. The jobs generated by domestic traveler spending composed 5.2 percent of Louisiana's total non-agricultural employment in 2009.
- Domestic travel-generated employees in Louisiana earned \$1.8 billion in payroll income during 2009, down 2.6 percent from 2008.
- On average, every \$87,566 spent by domestic travelers in Louisiana during 2009 generated one job.
- Additionally, domestic travel generated more than \$1.1 billion in tax revenue for federal, state and local governments in 2009, down 3.4 percent from 2008.
- Fourteen of Louisiana's 64 parishes received over \$100 million in domestic travel expenditures in 2009.
- Thirteen counties in Louisiana indicated one thousand or more jobs directly supported by domestic travelers during 2009.



## **TRAVEL IMPACT ON THE U.S. ECONOMY in 2009**

The United States economy in 2009 has reached its most precarious condition since the Great Depression of the 1930's, real GDP in chained 2005 dollars dropped 2.6 percent over 2008, the lowest annual rate of GDP growth since 2000, and nominal GDP decreased 1.7 percent over 2008. The U.S. economy shrank in the first half of the year in 2009; however the economy began to show signs of improvement in the second half. The GDP in chained 2005 dollars increased 1.6 percent in the third quarter and 5.0 percent in the fourth quarter. Travel industry in the U.S. was dramatically hit by the recession during 2009. Measured in current dollars, total direct travel expenditures in the U.S. decreased 8.8 percent to \$704.4 billion. This sharp decline was largely driven by the decreased travel volume and falling travel related prices.

The national unemployment rate rose to 9.3 percent in 2009, the highest level since 2000. Total U.S. nonfarm employment decreased 4.3 percent over 2008 to 103.1 million. Compared with 2008, travel industry employment was down 4.2 percent.

The Consumer Price Index (CPI), an indicator of the level of price inflation, was down 0.4 percent in 2009, while the U.S. Travel Association's Travel Price Index (TPI) decreased 6.3 percent during the same period. The falling prices on motor fuel, airline fare, and lodging away from home were the major factors causing a dramatic decrease in the Travel Price Index.

Most economists forecast that real GDP will increase from 3.0 to 3.5 percent in 2010. Many research organizations believe that the unemployment rate will remain above 9 percent during the whole year of 2010. The U.S. Travel Association expects the Consumer Price Index and Travel Price Index to increase 1.7 percent and 0.3 percent, respectively, in 2010. With the anticipated recovery of travel demand, domestic traveler spending is expected to increase 6.2 percent in 2010. Meanwhile nominal GDP is projected to rise about 4.0 percent.

### **U.S. Travel Volume in 2009**

Compared with 2008, U.S. domestic travel, including leisure, business, convention and other travel declined 3.2 percent to total 1.9 billion person-trips during 2009. A person-trip is defined as one person on a trip away from home overnight in paid accommodations, or on a day or overnight trip to places 50 miles or more, one-way, away from home. With the improvement of the economy, total domestic person-trips are expected to increase 2.7 percent in 2010.

Domestic leisure travel, which includes visits to friends and relatives as well as trips taken for outdoor recreation and entertainment purposes, declined 2.3 percent in 2009 as compared to 2008, totaling close to 1.5 billion person-trips. Leisure travel accounted for 77.3 percent of all U.S. domestic travel in 2009.

Domestic leisure travel is projected to rise 2.3 percent in 2010. Domestic business travel was dramatically affected by a weak economy and other business challenges in 2009. An estimated 432.1 million business person-trips were taken in 2009, a 6.3 percent decline from 2008. Business travel is forecasted to increase 4.4 percent in 2010.

International inbound travelers, including visitors from overseas, Canada and Mexico, made 54.9 million visits to the United States in 2009, down 5.3 percent from 2008. Much deeper declines were seen during the first three quarters of the year (down 14.3%, 6.5% and 3.8%, respectively). International inbound travel to the U.S., however, posted a 2.3 percent increase in the fourth quarter of 2009 and a 15.3 percent increase in the first two months of 2010. Total international arrivals for 2010 are forecasted to increase 3.9 percent to 57.0 million.

### **Travel Expenditures in 2009**

Total direct traveler expenditures, including the spending of both domestic and international visitors, decreased 8.8 percent to \$704.4 billion (in current or nominal dollars) in 2009. During 2009, leisure traveler spending decreased 7.3 percent while business traveler spending was down 12.2 percent. Business travel, including travel for meetings/conventions and other business purposes, was much more negatively affected than was leisure travel in 2009. Declining business revenue, higher rates of unemployment, changes in corporate travel policies, technological advances that offer alternatives to travel and other political concerns all combined to make business travel – and especially meeting/events-related travel - the most vulnerable sector in the U.S. travel industry in 2009. Spending by meetings/convention travelers declined 14.8 percent in 2009.

Domestic travel expenditures in 2009 (current dollars) dropped for the first time since 2002 to a total of \$610.2 billion, a 7.9 percent decline from 2008. This decrease reflects the deflation in travel prices, especially in the cost of gasoline as well as the declines in travel volume and changes in the trips that were taken (e.g., traveling closer to home, spending less at the destination). Domestic travel expenditures will grow in 2010, now forecasted to be up 6.2 percent as compared to 2009 and totaling \$647.9 billion.

In 2009, discouraged by the economic recession, international traveler expenditures occurred in the U.S. dropped 14.4 percent over 2008, totaling \$94.2 billion. The travel industry generated a \$20.7 billion trade surplus for the U.S. in 2009.

**Table 1: Travel Expenditures in the U.S., 2008 and 2009**

<u>Industry Sector</u>	2008 Travel Spending in The U.S. (\$ Billions)	2009p Travel Spending in The U.S. (\$ Billions)	% 2009p/2008 Travel Spending in The U.S. (Percent Change)
Public Transportation	\$143.9	\$124.6	-13.4%
Auto Transportation	137.5	113.2	-17.7%
Lodging	145.7	126.6	-13.1%
Foodservice	182.1	179.4	-1.5%
Entertainment/Recreation	84.4	82.9	-1.8%
<u>General Retail</u>	78.9	77.7	-1.5%
<b>Total</b>	<b>\$772.5</b>	<b>\$704.4</b>	<b>-8.8%</b>
International*	\$110.1	\$94.2	-14.4%
Domestic	\$662.4	\$610.2	-7.9%

Source: U.S. Travel Association. P: preliminary. \* Excludes international passenger fare payments.



Source: U.S. Travel Association. P: preliminary. \* Excludes international passenger fare payments.

## Travel Employment in 2009

Domestic and international traveler expenditures in the U.S. directly generated nearly 7.4 million jobs in 2009, down 4.2 percent from 2008. It accounted for 5.6 percent of total non-farm employment in the U.S.

Affected by the economic recession, the employment situation in the U.S. has been deteriorating. The nation's unemployment rate hit 9.3 percent in 2009 and it will remain at a similar level in 2010. Employment in the travel industry, however, is expected to increase 1.2 percent in 2010, after losing nearly 326,000 jobs in 2009, based on the U.S. Travel Association's forecast.

**Table 2: Travel-Generated Employment in the U.S., 2008 and 2009**

<u>Industry Sector</u>	2008 Travel-Generated Employment (Thousands)	2009 Travel-Generated Employment (Thousands)	2009 Percent Change Over 2008 (%)
Public Transportation	1,003.0	949.1	-5.4%
Auto Transportation	263.0	253.0	-3.8%
Lodging	1,497.6	1,402.4	-6.4%
Foodservice	2,996.2	2,892.2	-3.5%
Entertainment/Recreation	1,298.8	1,265.8	-2.5%
General Retail	485.7	467.3	-3.8%
<u>Travel Planning</u>	175.1	163.8	-6.5%
Total	7,719.4	7,393.6	-4.2%
International*	1,010.2	893.6	-11.5%
Domestic	6,709.2	6,500.0	-3.1%

Sources: U.S. Travel Association, BLS

P: preliminary

\* Excludes jobs generated by international passenger fare payments.

**Table 3: Overall U.S. Economic Developments, 2007-2009**

<u>Sector</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Nominal gross domestic product (\$ Billions)	\$14,061.8	\$14,369.1	\$14,119.0
Real gross domestic product (\$ Billions)*	\$13,228.9	\$13,228.8	\$12,880.6
Real disposable personal income (\$Billions)*	\$9,874.2	\$10,042.9	\$10,099.8
Real personal consumption expenditures (\$ Billions)*	\$9,289.5	\$9,265.0	\$9,153.9
Consumer price index**	207.3	215.3	214.5
Travel Price Index**	244.0	257.7	241.5
Non-farm payroll employment (Millions)	137.6	136.8	130.9
Unemployment rate (%)	4.6	5.8	9.3

***Percentage change from previous year***

Nominal gross domestic product	4.9%	2.2%	-1.7%
Real gross domestic product	1.9%	0.0%	-2.6%
Real disposable personal income	2.3%	1.7%	0.6%
Real personal consumption expenditures	2.4%	-0.3%	-1.2%
Consumer price index	2.8%	3.9%	-0.4%
Travel Price Index	4.5%	5.6%	-6.3%
Non-farm payroll employment	1.1%	-0.6%	-4.3%

Sources: U.S. Dept. of Commerce, U.S. Dept. of Labor, U.S. Census Bureau, U.S. Travel Association

P: preliminary

\* Chained 2005 dollars

\*\* Base period: 1982-84=100

**Table 4: U.S. Travel Trends, 2005-2009**

<u>Category</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Total travel expenditures (\$ billions)	\$653.7	\$695.7	\$738.0	\$772.5	\$704.4
<i>U.S. travelers' expenditures (\$ billions)</i>	\$572.0	\$610.0	\$641.3	\$662.4	\$610.2
<i>International travelers' expenditures In the U.S.* (\$ billions)</i>	\$81.7	\$85.7	\$96.7	\$110.1	\$94.2
Travel price index**	222.6	233.5	244.0	215.3	214.5
Travel-generated employment*** (thousands)	7,508.8	7,550.5	7,699.9	7,719.4	7,393.6

***Percentage change from previous year***

Total travel expenditures	7.7%	6.4%	6.1%	4.7%	-8.8%
<i>U.S. travelers' expenditures</i>	7.5%	6.6%	5.1%	3.3%	-7.9%
<i>International travelers' expenditures in the U.S.</i>	9.6%	4.9%	12.9%	13.8%	-14.4%
Travel price index	17.8%	4.9%	4.5%	-11.8%	-0.4%
Travel-generated employment	0.8%	0.6%	2.0%	0.3%	-4.2%

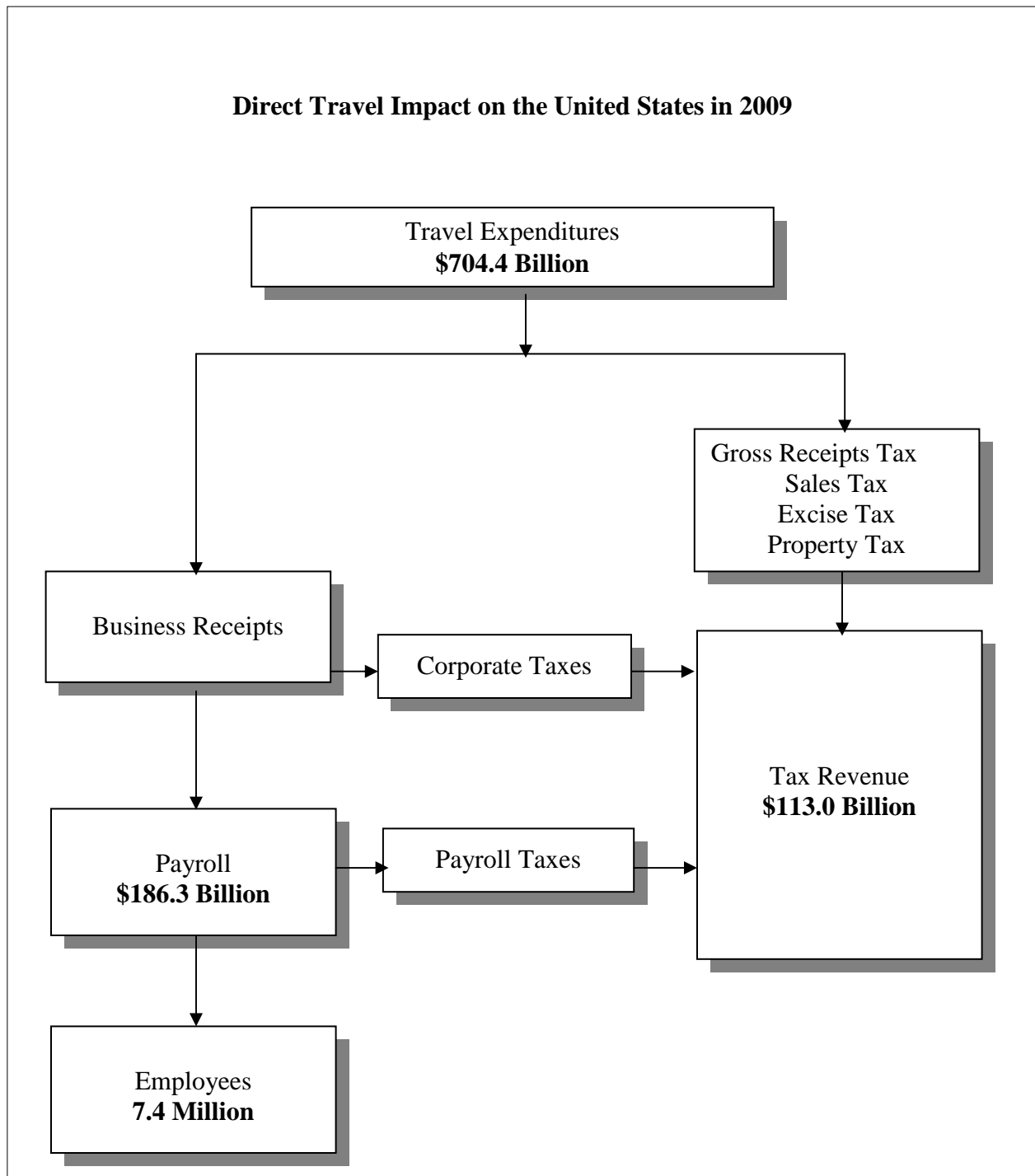
Sources: U.S. Travel Association, BEA, BLS.

P: Preliminary

\* International traveler spending does not include international passenger fares.

\*\* Base period: 1982-84=100.

\*\*\* Includes employment generated by both domestic and international traveler expenditures.



Source: U.S. Travel Association, BEA

\*Does not include international passenger fare payments and other economic impact generated by these payments.

## **TRAVEL IMPACT ON LOUISIANA**



## TRAVEL IMPACT ON LOUISIANA - 2009

### Travel Expenditures

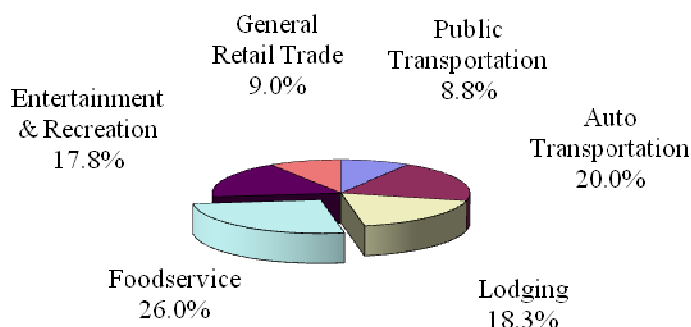
Travel, as one of most important industries in Louisiana's economy, has been dramatically affected by 2005 Hurricanes Katrina and Rita. Although travel in Louisiana improved in 2007 and 2008, it had not yet recovered to the 2004 level. In 2009, the industry was further hit by the economic slowdown. Domestic travelers directly spent close to \$8.7 billion in Louisiana, down 7.0 percent from 2008, and 9.1 percent below the 2004 level.

Domestic traveler spending on foodservice, the largest expenditure category, totaled nearly \$2.3 billion in 2009, 26.0 percent of the state total. This represented a 1.2 percent decrease from 2008 and a 5.7 percent decrease from 2004.

The auto transportation sector brought in more than \$1.7 billion during 2009, a 15.1 percent drop from 2008, largely driven by the decline in gasoline prices. Auto transportation represents 20.0 percent of the total state domestic travel spending in 2009.

Domestic travel spending on lodging decreased 11.1 percent from 2008 to nearly \$1.6 billion in 2009. This dramatic decline reflected the decrease in room demand and lower room rate. Compared to 2004, the year before Hurricanes Katrina and Rita, this spending was 10.7 percent lower.

**Domestic Travel Expenditures in Louisiana  
by Industry Sector, 2009**



- 
1. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline service stations, and automotive rental.
  2. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
  3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
  4. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
  5. General retail trade sector includes gifts, clothes, souvenirs and other incidental retail purchases.
  6. Entertainment and recreation sector includes amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.
-

**Table 5: Domestic Travel Expenditures in Louisiana by Industry Sector, 2008-2009**

<i><b>2009 Expenditures</b></i>	Total (\$ millions)	% of Domestic Total
Public Transportation	\$760.2	8.8%
Auto Transportation	1,735.8	20.0%
Lodging	1,590.6	18.3%
Foodservice	2,259.0	26.0%
Entertainment & Recreation	1,542.9	17.8%
General Retail Trade	784.7	9.0%
Domestic	\$8,673.2	100.0%
<i><b>2008 Expenditures</b></i>		
Public Transportation	\$821.8	8.8%
Auto Transportation	2,043.8	21.9%
Lodging	1,788.6	19.2%
Foodservice	2,285.3	24.5%
Entertainment & Recreation	1,595.7	17.1%
General Retail Trade	790.7	8.5%
Domestic	\$9,326.1	100.0%
<i><b>Percentage change 2009 over 2008</b></i>		
Public Transportation	-7.5%	
Auto Transportation	-15.1%	
Lodging	-11.1%	
Foodservice	-1.2%	
Entertainment & Recreation	-3.3%	
General Retail Trade	-0.8%	
Domestic	-7.0%	

Source: U.S. Travel Association

## TRAVEL IMPACT ON LOUISIANA - 2009

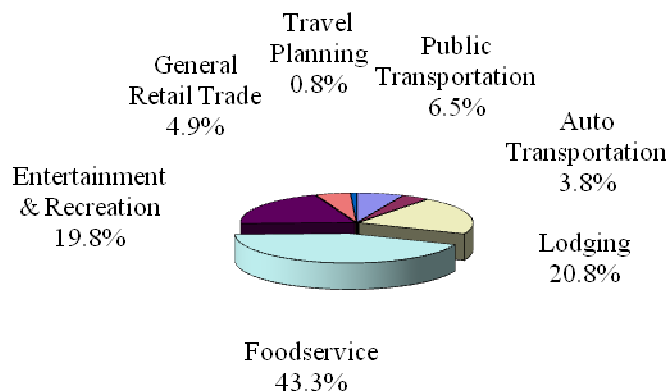
### Travel-Generated Employment

In 2009, domestic traveler spending generated 99,000 jobs, down 2.6 percent from 2008 and down 14.7 percent from 2004. It is important to note that domestic travel generated employment comprised 5.2 percent of total non-agricultural employment in Louisiana during 2009. Without these jobs generated by domestic travel, Louisiana's 2009 unemployment rate of 6.8 percent would have been 4.8 percentage points higher, or 11.6 percent of the labor force. In addition, every \$87,566 spent by domestic travelers in Louisiana directly supported one job during 2009.

The foodservice sector, which includes restaurants and other eating and drinking places, provided more jobs than any other industry sector. During 2009, domestic traveler spending in this sector created close to 43,000 jobs, accounting for 43.3 percent of the state total.

Domestic travel spending generated 20,600 jobs in the lodging sector during 2009, up 4.8 percent from 2008, and yet 8.3 percent lower than 2004. The lodging industry is the only sector that posted an increase on employment generated by domestic travel in 2009.

**Domestic Travel-Generated Employment  
in Louisiana  
by Industry Sector, 2009**



**Table 6: Domestic Travel-Generated Employment in Louisiana by Industry Sector, 2008-2009**

<i><b>2009 Employment</b></i>	<u>Total (thousands)</u>	<u>% of Domestic Total</u>
Public Transportation	6.5	6.5%
Auto Transportation	3.8	3.8%
Lodging	20.6	20.8%
Foodservice	42.9	43.3%
Entertainment & Recreation	19.6	19.8%
General Retail Trade	4.8	4.9%
Travel Planning*	0.8	0.8%
<u>Domestic</u>	<u>99.0</u>	<u>100.0%</u>
<i><b>2008 Employment</b></i>		
Public Transportation	6.8	6.6%
Auto Transportation	4.1	4.0%
Lodging	19.7	19.4%
Foodservice	43.5	42.8%
Entertainment & Recreation	21.9	21.5%
General Retail Trade	5.0	4.9%
Travel Planning*	0.9	0.9%
<u>Domestic</u>	<u>101.7</u>	<u>100.0%</u>
<i><b>Percentage change</b></i>		
<i><b>2009 over 2008</b></i>		
Public Transportation	-4.0%	
Auto Transportation	-7.0%	
Lodging	4.8%	
Foodservice	-1.4%	
Entertainment & Recreation	-10.3%	
General Retail Trade	-2.3%	
Travel Planning*	-4.7%	
<u>Domestic</u>	<u>-2.6%</u>	

Source: U.S. Travel Association

\* Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses.

## TRAVEL IMPACT ON LOUISIANA – 2009

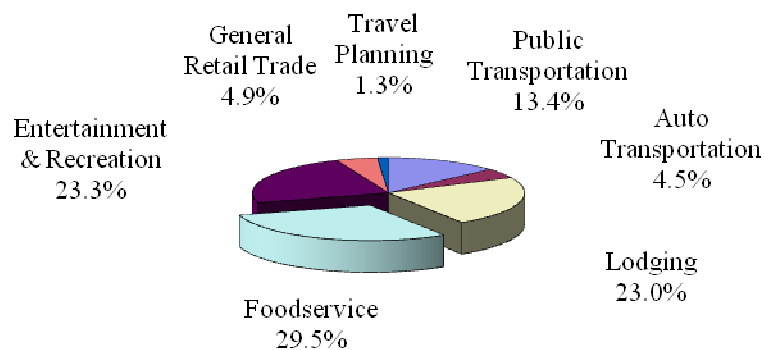
### Travel-Generated Payroll

Travel-generated payroll is the wage and salary income paid to employees directly serving travelers within the industry sectors from which these travelers purchase goods and services. One dollar of travel spending generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

Total annual payroll income directly attributable to domestic travel spending decreased 2.6 percent from 2008 to more than \$1.8 billion in 2009. It is 6.3 percent lower than 2004.

In 2009, the foodservice industry and lodging industry increased 0.6 percent to \$540.9 million and 11.3 percent to \$421.9 million, respectively. The amusement/recreation sector, which comprised 23.3 percent of the state total domestic travel-generated payroll income, dropped to \$427.5 million, a decrease of 12.8 percent from 2008.

**Domestic Travel-Generated Payroll in Louisiana  
by Industry Sector, 2009**



**Table 7: Domestic Travel-Generated Payroll in Louisiana by Industry Sector, 2008-2009**

<b>2009 Payroll</b>	<b>Total (\$ millions)</b>	<b>% of Domestic Total</b>
Public Transportation	\$245.2	13.4%
Auto Transportation	83.3	4.5%
Lodging	421.9	23.0%
Foodservice	540.9	29.5%
Entertainment & Recreation	427.5	23.3%
General Retail Trade	89.6	4.9%
Travel Planning*	23.9	1.3%
<b>Domestic</b>	<b>\$1,832.4</b>	<b>100.0%</b>
<b>2008 Payroll</b>		
Public Transportation	\$265.3	14.1%
Auto Transportation	90.7	4.8%
Lodging	379.1	20.2%
Foodservice	537.8	28.6%
Entertainment & Recreation	490.1	26.1%
General Retail Trade	90.7	4.8%
Travel Planning*	27.5	1.5%
<b>Domestic</b>	<b>\$1,881.1</b>	<b>100.0%</b>
<b>Percentage change 2009 over 2008</b>		
Public Transportation	-7.6%	
Auto Transportation	-8.1%	
Lodging	11.3%	
Foodservice	0.6%	
Entertainment & Recreation	-12.8%	
General Retail Trade	-1.1%	
Travel Planning*	-13.1%	
<b>Domestic</b>	<b>-2.6%</b>	

Source: U.S. Travel Association

\*Refers to payroll income that goes to travel agents, tour operators, and other travel service employees. These employees arrange passenger transportation, lodging, tours and other related services.

## **TRAVEL IMPACT ON LOUISIANA - 2009**

### **Travel-Generated Tax Revenue**

Travel tax receipts are the federal, state and local tax revenues attributable to travel spending in Louisiana. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs. As a result of substantial decreases in the sale of travel goods and services, in addition to travel generated income caused by the hurricanes, travel generated tax receipts for federal, state and local declined dramatically as well.

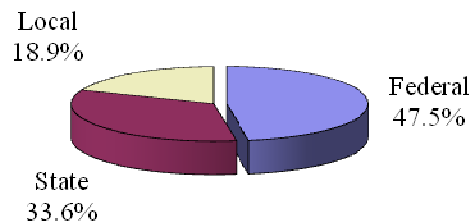
Domestic travel spending in Louisiana generated \$525.5 million in tax revenue for the federal government in 2009, down 2.9 percent from 2008 and 8.8 percent lower than 2004.

Domestic travel spending in Louisiana also generated \$372.2 million tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income, down 3.5 percent from 2008, and 9.0 percent below the 2004 level.

Taxes collected by local governments reached \$209.6 million in 2009 through sales tax and property tax. This represents a decrease of 4.3 percent from 2008 and a drop of 7.3 percent from 2004.

In 2009, each dollar spent by domestic travelers in Louisiana produced 12.8 cents for federal, state and local tax coffers.

### **Domestic Travel-Generated Tax Revenue in Louisiana by Level of Government, 2009**



**Table 8: Domestic Travel-Generated Tax Revenue in Louisiana by Level of Government, 2008-2009**

<i><b>2009 Tax Revenue</b></i>	<u>Total (\$ millions)</u>	<u>% of Domestic Total</u>
Federal	\$525.5	47.5%
State	372.2	33.6%
Local	209.6	18.9%
Domestic	\$1,107.3	100.0%
<i><b>2008 Tax Revenue</b></i>		
Federal	\$541.5	47.2%
State	385.8	33.7%
Local	219.0	19.1%
Domestic	\$1,146.3	100.0%
<i><b>Percentage change 2009 over 2008</b></i>		
Federal	-2.9%	
State	-3.5%	
Local	-4.3%	
Domestic	-3.4%	

Source: U.S. Travel Association



## **DOMESTIC TRAVEL IMPACT ON LOUISIANA PARISHES - 2009**

In 2009, domestic traveler spending in Louisiana decreased 7.0 percent to \$8.7 billion. These expenditures directly generated \$1.8 billion in wages and salaries, 99,000 jobs and \$581.8 million in tax revenue for the state treasury and local governments.

Travel expenditures occurred throughout all the sixty-four parishes in Louisiana. The top five parishes in Louisiana received nearly \$5.8 billion in direct domestic travel expenditures during 2009, 66.6 percent of the state total. In 2009, domestic traveler spending in the top five parishes generated close to \$1.3 billion in payroll income and 70,200 jobs. This represented 70.2 and 70.9 percent of the state total, respectively. Additionally, domestic traveler expenditures in these top five parishes generated nearly \$368 million in tax revenue for the state treasury and the local governments during 2009, 63.2 percent of the state total.

### **Domestic Travel Impact on Top 5 Parishes**

**Orleans Parish**, which includes the city of New Orleans, reached nearly \$3.3 billion on domestic traveler expenditures during 2009, down 6.4 percent from 2008. This domestic traveler spending generated nearly \$796 million payroll and 46,000 jobs.

**Jefferson Parish**, located adjacent to New Orleans, ranked second with \$927 million in domestic traveler spending in 2009. The domestic traveler spending in this parish decreased 7.5 percent over 2008. Payroll income and jobs generated by the spending reported \$183 million and 9,400, respectively.

**East Baton Rouge Parish**, posted \$705 million in domestic travel expenditures during 2009, down 10.1 percent from 2008. These expenditures benefited parish residents with \$135 million in payroll as well as 6,600 jobs for parish residents.

**Caddo Parish**, received close to \$505 million from domestic travelers, 6.7 percent lower than 2008. Payroll income in Caddo Parish decreased 3.2 percent from 2008 to \$108 million and 5,000 jobs were generated by the spending in 2009.

**Lafayette Parish** ranked fifth with more than \$376 million travel spending from domestic visitors. This spending generated \$65 million in payroll and 3,300 jobs.

**Table 9: Domestic Travel Impact in Louisiana - Top 5 Parishes, 2008 and 2009*****2009 Travel Impact***

Parish	Expenditures (\$ millions)	Payroll (\$ millions)	Employment (thousands)	State & Local Tax Revenue (\$ millions)
ORLEANS	\$3,264.0	\$795.5	46.0	\$205.8
JEFFERSON	926.5	183.1	9.4	57.3
EAST BATON ROUGE	705.3	134.9	6.6	45.1
CADDO	504.8	107.8	5.0	34.3
<u>LAFAYETTE</u>	<u>376.4</u>	<u>65.0</u>	<u>3.3</u>	<u>25.3</u>
Top Five Parish Total	\$5,777.1	\$1,286.3	70.2	\$367.7
State Total	\$8,673.2	\$1,832.4	99.0	\$581.8
Share Of Top 5 Parishes	66.6%	70.2%	70.9%	63.2%

***2008 Travel Impact***

ORLEANS	\$3,488.6	\$804.4	\$46.8	\$212.9
JEFFERSON	1,001.6	192.3	9.8	59.9
EAST BATON ROUGE	784.8	143.0	7.0	48.5
CADDO	541.2	111.3	5.1	35.5
<u>LAFAYETTE</u>	<u>414.3</u>	<u>68.9</u>	<u>3.5</u>	<u>26.9</u>
Top Five Parish Total	\$6,230.4	\$1,319.9	72.2	\$383.7
State Total	\$9,326.1	\$1,881.1	101.7	\$604.8
Share Of Top 5 Parishes	66.8%	70.2%	71.0%	63.4%

***Percentage Change******2009 over 2008***

ORLEANS	-6.4%	-1.1%	-1.9%	-3.3%
JEFFERSON	-7.5%	-4.8%	-3.9%	-4.3%
EAST BATON ROUGE	-10.1%	-5.7%	-5.6%	-7.0%
CADDO	-6.7%	-3.2%	-2.8%	-3.5%
<u>LAFAYETTE</u>	<u>-9.1%</u>	<u>-5.7%</u>	<u>-4.9%</u>	<u>-6.0%</u>
Top Five Parish Total	-7.3%	-2.5%	-2.7%	-4.2%
State Total	-7.0%	-2.6%	-2.6%	-3.8%

Source: U.S. Travel Association

## **PARISH TABLES**

The following tables list the results of the Parish Economic Impact Component of the U.S. Travel Association's Travel Economic Impact Model for Louisiana in 2008 and 2009. The estimates presented are for direct domestic travel expenditures and related economic impact.

Table A shows the parishes listed alphabetically, with 2009 travel expenditures, travel generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table B ranks the parishes in order of 2009 travel expenditures from highest to lowest.

Table C shows the percent distribution for each impact measure in 2009.

Table D shows the percent change in 2009 over 2008 estimates for each of the measures of economic impact.

Table E shows the parishes listed alphabetically, with 2008 travel expenditures, travel generated payroll and employment, and state tax revenue and local tax revenue shown for each.

Table A: Alphabetical by Parish, 2009

<b>Domestic Travel Impact on Louisiana Parishes – 2009</b>					
<b>Table A: Alphabetical by Parish, 2009</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$31.40	\$3.18	0.18	\$1.82	\$0.60
ALLEN	148.29	42.16	2.05	4.39	3.07
ASCENSION	79.40	9.67	0.59	4.40	1.32
ASSUMPTION	10.07	1.13	0.06	0.55	0.24
AVOYELLES	99.53	24.10	1.20	2.47	1.63
BEAUREGARD	17.78	2.45	0.12	0.95	1.38
BIENVILLE	8.77	1.15	0.07	0.46	0.67
BOSSIER	370.04	108.33	5.52	16.75	11.03
CADDO	504.80	107.78	4.95	23.39	10.87
CALCASIEU	334.65	85.30	4.19	15.17	9.15
CALDWELL	6.91	0.96	0.05	0.33	0.46
CAMERON	4.05	0.58	0.04	0.18	0.25
CATAHOULA	5.27	0.89	0.06	0.22	0.34
CLAIBORNE	8.41	1.34	0.08	0.38	0.45
CONCORDIA	11.31	1.41	0.08	0.58	0.54
DE SOTO	13.62	1.65	0.09	0.77	0.48
EAST BATON ROUGE	705.35	134.92	6.59	32.06	13.03
EAST CARROLL	8.31	0.96	0.06	0.50	0.19
EAST FELICIANA	3.25	0.57	0.04	0.14	0.21
EVANGELINE	15.44	2.40	0.14	0.77	0.60
FRANKLIN	7.31	1.13	0.08	0.30	0.24
GRANT	3.48	0.58	0.04	0.14	0.31
IBERIA	41.46	6.49	0.37	2.06	0.75
IBERVILLE	20.08	3.07	0.16	1.06	0.85
JACKSON	8.58	1.24	0.08	0.33	0.23
JEFFERSON	926.52	183.08	9.39	38.10	19.23
JEFFERSON DAVIS	16.27	2.10	0.14	0.88	0.39

Table A: Alphabetical by Parish, 2009

<b>Domestic Travel Impact on Louisiana Parishes - 2009</b>					
<b>Table A: Alphabetical by Parish, 2009 (Continued)</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	376.42	65.02	3.33	18.20	7.07
LAFOURCHE	76.35	9.31	0.54	4.19	1.31
LASALLE	4.06	0.65	0.04	0.16	0.21
LINCOLN	26.30	4.50	0.29	1.29	0.66
LIVINGSTON	42.57	4.11	0.22	2.39	1.53
MADISON	38.76	3.32	0.16	2.66	0.60
MOREHOUSE	14.16	2.32	0.13	0.71	0.39
NATCHITOCHES	32.66	5.22	0.32	1.64	1.19
ORLEANS	3,264.03	795.54	45.97	123.21	82.60
OUACHITA	209.84	40.07	1.92	8.99	4.10
PLAQUEMINES	23.16	3.96	0.20	1.14	1.75
POINTE COUPEE	10.10	1.35	0.08	0.49	0.26
RAPIDES	124.58	19.65	1.06	6.09	2.48
RED RIVER	5.41	0.71	0.04	0.29	0.19
RICHLAND	16.14	1.97	0.12	0.94	0.32
SABINE	18.65	2.52	0.13	0.87	1.97
SAINT BERNARD	31.94	4.29	0.24	1.69	0.48
SAINT CHARLES	32.88	4.58	0.26	1.63	0.48
SAINT HELENA	2.36	0.47	0.03	0.09	0.16
SAINT JAMES	10.37	1.41	0.10	0.49	0.17
SAINT JOHN THE BAPTIST	36.34	6.12	0.37	1.73	0.78
SAINT LANDRY	88.07	10.51	0.63	5.00	2.56
SAINT MARTIN	25.70	3.24	0.16	1.34	1.48
SAINT MARY	140.37	31.13	1.64	4.20	2.40
SAINT TAMMANY	182.52	27.11	1.49	9.83	5.15
TANGIPAHOA	125.74	13.13	0.73	7.13	2.20
TENSAS	3.19	0.68	0.04	0.13	0.36

Table A: Alphabetical by Parish, 2009

<b>Domestic Travel Impact on Louisiana Parishes - 2009</b>					
<b>Table A: Alphabetical by Parish, 2009 (Continued)</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	105.04	15.33	0.88	5.67	1.89
UNION	11.32	1.31	0.07	0.62	0.79
VERMILION	35.64	3.81	0.21	2.05	0.94
VERNON	19.26	2.71	0.16	0.99	0.83
WASHINGTON	19.30	2.26	0.13	1.05	0.56
WEBSTER	41.01	4.98	0.26	2.39	1.31
WEST BATON ROUGE	40.64	5.54	0.34	2.35	0.79
WEST CARROLL	3.54	0.58	0.04	0.14	0.14
WEST FELICIANA	18.10	3.05	0.19	0.96	0.74
WINN	6.38	1.28	0.09	0.27	0.29
<b>STATE TOTALS</b>	<b>\$8,673.20</b>	<b>\$1,832.37</b>	<b>99.05</b>	<b>\$372.16</b>	<b>\$209.64</b>

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Table B: Ranking Of Parishes By Expenditure Levels, 2009

<b>Domestic Travel Impact on Louisiana Parishes - 2009</b>					
<b>Table B: Ranking Of Parishes By Expenditure Levels, 2009</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ORLEANS	\$3,264.03	\$795.54	45.97	\$123.21	\$82.60
JEFFERSON	926.52	183.08	9.39	38.10	19.23
EAST BATON ROUGE	705.35	134.92	6.59	32.06	13.03
CADDO	504.80	107.78	4.95	23.39	10.87
LAFAYETTE	376.42	65.02	3.33	18.20	7.07
BOSSIER	370.04	108.33	5.52	16.75	11.03
CALCASIEU	334.65	85.30	4.19	15.17	9.15
OUACHITA	209.84	40.07	1.92	8.99	4.10
SAINT TAMMANY	182.52	27.11	1.49	9.83	5.15
ALLEN	148.29	42.16	2.05	4.39	3.07
SAINT MARY	140.37	31.13	1.64	4.20	2.40
TANGIPAHOA	125.74	13.13	0.73	7.13	2.20
RAPIDES	124.58	19.65	1.06	6.09	2.48
TERREBONNE	105.04	15.33	0.88	5.67	1.89
AVOYELLES	99.53	24.10	1.20	2.47	1.63
SAINT LANDRY	88.07	10.51	0.63	5.00	2.56
ASCENSION	79.40	9.67	0.59	4.40	1.32
LAFOURCHE	76.35	9.31	0.54	4.19	1.31
LIVINGSTON	42.57	4.11	0.22	2.39	1.53
IBERIA	41.46	6.49	0.37	2.06	0.75
WEBSTER	41.01	4.98	0.26	2.39	1.31
WEST BATON ROUGE	40.64	5.54	0.34	2.35	0.79
MADISON	38.76	3.32	0.16	2.66	0.60
SAINT JOHN THE BAPTIST	36.34	6.12	0.37	1.73	0.78
VERMILION	35.64	3.81	0.21	2.05	0.94
SAINT CHARLES	32.88	4.58	0.26	1.63	0.48
NATCHITOCHES	32.66	5.22	0.32	1.64	1.19

Table B: Ranking Of Parishes By Expenditure Levels, 2009

<b>Domestic Travel Impact on Louisiana Parishes - 2009</b>					
<b>Table B: Ranking Of Parishes By Expenditure Levels, 2009 (Continued)</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
SAINT BERNARD	31.94	4.29	0.24	1.69	0.48
ACADIA	31.40	3.18	0.18	1.82	0.60
LINCOLN	26.30	4.50	0.29	1.29	0.66
SAINT MARTIN	25.70	3.24	0.16	1.34	1.48
PLAQUEMINES	23.16	3.96	0.20	1.14	1.75
IBERVILLE	20.08	3.07	0.16	1.06	0.85
WASHINGTON	19.30	2.26	0.13	1.05	0.56
VERNON	19.26	2.71	0.16	0.99	0.83
SABINE	18.65	2.52	0.13	0.87	1.97
WEST FELICIANA	18.10	3.05	0.19	0.96	0.74
BEAUREGARD	17.78	2.45	0.12	0.95	1.38
JEFFERSON DAVIS	16.27	2.10	0.14	0.88	0.39
RICHLAND	16.14	1.97	0.12	0.94	0.32
EVANGELINE	15.44	2.40	0.14	0.77	0.60
MOREHOUSE	14.16	2.32	0.13	0.71	0.39
DE SOTO	13.62	1.65	0.09	0.77	0.48
UNION	11.32	1.31	0.07	0.62	0.79
CONCORDIA	11.31	1.41	0.08	0.58	0.54
SAINT JAMES	10.37	1.41	0.10	0.49	0.17
POINTE COUPEE	10.10	1.35	0.08	0.49	0.26
ASSUMPTION	10.07	1.13	0.06	0.55	0.24
BIENVILLE	8.77	1.15	0.07	0.46	0.67
JACKSON	8.58	1.24	0.08	0.33	0.23
CLAIBORNE	8.41	1.34	0.08	0.38	0.45
EAST CARROLL	8.31	0.96	0.06	0.50	0.19
FRANKLIN	7.31	1.13	0.08	0.30	0.24
CALDWELL	6.91	0.96	0.05	0.33	0.46



Table B: Ranking Of Parishes By Expenditure Levels, 2009

<b>Domestic Travel Impact on Louisiana Parishes - 2009</b>					
<b>Table B: Ranking Of Parishes By Expenditure Levels, 2009 (Continued)</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
WINN	6.38	1.28	0.09	0.27	0.29
RED RIVER	5.41	0.71	0.04	0.29	0.19
CATAHOULA	5.27	0.89	0.06	0.22	0.34
LASALLE	4.06	0.65	0.04	0.16	0.21
CAMERON	4.05	0.58	0.04	0.18	0.25
WEST CARROLL	3.54	0.58	0.04	0.14	0.14
GRANT	3.48	0.58	0.04	0.14	0.31
EAST FELICIANA	3.25	0.57	0.04	0.14	0.21
TENSAS	3.19	0.68	0.04	0.13	0.36
SAINT HELENA	2.36	0.47	0.03	0.09	0.16
<b>STATE TOTALS</b>	<b>\$8,673.20</b>	<b>\$1,832.37</b>	<b>99.05</b>	<b>\$372.16</b>	<b>\$209.64</b>

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Table C: Percent Distribution by Parish, 2009

<b>Domestic Travel Impact on Louisiana Parishes - 2009</b>					
<b>Table C: Percent Distribution by Parish, 2009</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	0.36%	0.17%	0.18%	0.49%	0.28%
ALLEN	1.71%	2.30%	2.07%	1.18%	1.47%
ASCENSION	0.92%	0.53%	0.59%	1.18%	0.63%
ASSUMPTION	0.12%	0.06%	0.06%	0.15%	0.11%
AVOUELLES	1.15%	1.32%	1.21%	0.66%	0.78%
BEAUREGARD	0.20%	0.13%	0.12%	0.25%	0.66%
BIENVILLE	0.10%	0.06%	0.07%	0.12%	0.32%
BOSSIER	4.27%	5.91%	5.57%	4.50%	5.26%
CADDO	5.82%	5.88%	5.00%	6.29%	5.18%
CALCASIEU	3.86%	4.66%	4.23%	4.08%	4.37%
CALDWELL	0.08%	0.05%	0.05%	0.09%	0.22%
CAMERON	0.05%	0.03%	0.04%	0.05%	0.12%
CATAHOULA	0.06%	0.05%	0.06%	0.06%	0.16%
CLAIBORNE	0.10%	0.07%	0.08%	0.10%	0.22%
CONCORDIA	0.13%	0.08%	0.08%	0.16%	0.26%
DE SOTO	0.16%	0.09%	0.09%	0.21%	0.23%
EAST BATON ROUGE	8.13%	7.36%	6.65%	8.61%	6.22%
EAST CARROLL	0.10%	0.05%	0.06%	0.14%	0.09%
EAST FELICIANA	0.04%	0.03%	0.04%	0.04%	0.10%
EVANGELINE	0.18%	0.13%	0.14%	0.21%	0.29%
FRANKLIN	0.08%	0.06%	0.08%	0.08%	0.12%
GRANT	0.04%	0.03%	0.04%	0.04%	0.15%
IBERIA	0.48%	0.35%	0.38%	0.55%	0.36%
IBERVILLE	0.23%	0.17%	0.16%	0.28%	0.41%
JACKSON	0.10%	0.07%	0.08%	0.09%	0.11%
JEFFERSON	10.68%	9.99%	9.48%	10.24%	9.17%
JEFFERSON DAVIS	0.19%	0.11%	0.14%	0.24%	0.19%

Table C: Percent Distribution by Parish, 2009

**Domestic Travel Impact on Louisiana Parishes – 2009****Table C: Percent Distribution by Parish, 2009 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	4.34%	3.55%	3.36%	4.89%	3.37%
LAFOURCHE	0.88%	0.51%	0.54%	1.13%	0.63%
LASALLE	0.05%	0.04%	0.04%	0.04%	0.10%
LINCOLN	0.30%	0.25%	0.29%	0.35%	0.31%
LIVINGSTON	0.49%	0.22%	0.22%	0.64%	0.73%
MADISON	0.45%	0.18%	0.16%	0.72%	0.28%
MOREHOUSE	0.16%	0.13%	0.14%	0.19%	0.19%
NATCHITOCHES	0.38%	0.28%	0.32%	0.44%	0.57%
ORLEANS	37.63%	43.42%	46.41%	33.11%	39.40%
OUACHITA	2.42%	2.19%	1.94%	2.41%	1.95%
PLAQUEMINES	0.27%	0.22%	0.20%	0.31%	0.84%
POINTE COUPEE	0.12%	0.07%	0.08%	0.13%	0.12%
RAPIDES	1.44%	1.07%	1.07%	1.64%	1.18%
RED RIVER	0.06%	0.04%	0.05%	0.08%	0.09%
RICHLAND	0.19%	0.11%	0.12%	0.25%	0.15%
SABINE	0.21%	0.14%	0.13%	0.24%	0.94%
SAINT BERNARD	0.37%	0.23%	0.24%	0.45%	0.23%
SAINT CHARLES	0.38%	0.25%	0.27%	0.44%	0.23%
SAINT HELENA	0.03%	0.03%	0.03%	0.02%	0.08%
SAINT JAMES	0.12%	0.08%	0.10%	0.13%	0.08%
SAINT JOHN THE BAPTIST	0.42%	0.33%	0.37%	0.46%	0.37%
SAINT LANDRY	1.02%	0.57%	0.64%	1.34%	1.22%
SAINT MARTIN	0.30%	0.18%	0.16%	0.36%	0.71%
SAINT MARY	1.62%	1.70%	1.66%	1.13%	1.14%
SAINT TAMMANY	2.10%	1.48%	1.51%	2.64%	2.46%
TANGIPAOA	1.45%	0.72%	0.73%	1.92%	1.05%
TENSAS	0.04%	0.04%	0.04%	0.04%	0.17%

Table C: Percent Distribution by Parish, 2009

<b>Domestic Travel Impact on Louisiana Parishes - 2009</b>					
<b>Table C: Percent Distribution by Parish, 2009 (Continued)</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	1.21%	0.84%	0.89%	1.52%	0.90%
UNION	0.13%	0.07%	0.07%	0.17%	0.38%
VERMILION	0.41%	0.21%	0.21%	0.55%	0.45%
VERNON	0.22%	0.15%	0.16%	0.27%	0.40%
WASHINGTON	0.22%	0.12%	0.13%	0.28%	0.27%
WEBSTER	0.47%	0.27%	0.26%	0.64%	0.62%
WEST BATON ROUGE	0.47%	0.30%	0.34%	0.63%	0.38%
WEST CARROLL	0.04%	0.03%	0.04%	0.04%	0.07%
WEST FELICIANA	0.21%	0.17%	0.19%	0.26%	0.35%
WINN	0.07%	0.07%	0.09%	0.07%	0.14%
<b>STATE TOTALS</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

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Table D: Percent Change Over 2008

**Domestic Travel Impact on Louisiana Parishes – 2009****Table D: Percent Change Over 2008**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	-8.40%	-4.92%	-4.00%	-4.95%	-5.96%
ALLEN	-15.71%	-11.92%	-12.07%	-12.54%	-13.46%
ASCENSION	-3.86%	-0.65%	0.09%	-0.23%	-1.29%
ASSUMPTION	-7.46%	-3.94%	-3.56%	-3.97%	-4.99%
AVOUELLES	-6.80%	-2.50%	-4.03%	-3.29%	-4.31%
BEAUREGARD	2.17%	5.82%	5.30%	6.02%	4.90%
BIENVILLE	-9.63%	-6.19%	-5.92%	-6.22%	-7.21%
BOSSIER	-3.47%	0.20%	1.69%	0.17%	-0.89%
CADDO	-6.72%	-3.18%	-2.82%	-3.21%	-4.23%
CALCASIEU	-7.11%	-3.26%	-2.91%	-3.61%	-4.63%
CALDWELL	-2.47%	3.70%	1.41%	1.21%	0.14%
CAMERON	-9.45%	-8.96%	-8.66%	-6.04%	-7.04%
CATAHOULA	-6.14%	-2.34%	-2.09%	-2.60%	-3.63%
CLAIBORNE	-3.67%	0.79%	-0.86%	-0.04%	-1.10%
CONCORDIA	-7.29%	-3.76%	-3.49%	-3.79%	-4.81%
DE SOTO	-5.84%	-2.26%	-1.98%	-2.29%	-3.33%
EAST BATON ROUGE	-10.13%	-5.68%	-5.63%	-6.74%	-7.73%
EAST CARROLL	-13.88%	-6.95%	-7.27%	-10.63%	-11.58%
EAST FELICIANA	-11.30%	-4.73%	-5.92%	-7.96%	-8.93%
EVANGELINE	-0.26%	3.99%	2.82%	3.51%	2.41%
FRANKLIN	-1.55%	1.66%	1.48%	2.16%	1.08%
GRANT	-1.67%	3.44%	2.36%	2.04%	0.95%
IBERIA	-6.75%	-2.06%	-2.93%	-3.24%	-4.26%
IBERVILLE	-4.69%	-1.06%	0.38%	-1.10%	-2.14%
JACKSON	-5.58%	2.16%	-1.70%	-2.02%	-3.05%
JEFFERSON	-7.49%	-4.79%	-3.90%	-4.01%	-5.02%
JEFFERSON DAVIS	-12.04%	-8.70%	-7.22%	-8.73%	-9.69%

Table D: Percent Change Over 2008

**Domestic Travel Impact on Louisiana Parishes - 2009****Table D: Percent Change Over 2008 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	-9.13%	-5.67%	-4.90%	-5.71%	-6.71%
LAFOURCHE	-3.14%	-2.80%	-0.66%	0.52%	-0.55%
LASALLE	-9.99%	-6.56%	-7.71%	-6.59%	-7.58%
LINCOLN	-9.62%	-6.18%	-5.62%	-6.21%	-7.20%
LIVINGSTON	-8.39%	-4.90%	-4.63%	-4.93%	-5.94%
MADISON	-13.00%	-5.75%	-6.93%	-9.72%	-10.67%
MOREHOUSE	-5.23%	-0.81%	-0.74%	-1.66%	-2.70%
NATCHITOCHES	-4.66%	-1.04%	-1.27%	-1.07%	-2.12%
ORLEANS	-6.44%	-1.10%	-1.87%	-2.91%	-3.94%
OUACHITA	-3.58%	0.42%	0.01%	0.06%	-1.00%
PLAQUEMINES	-2.45%	1.26%	0.95%	1.23%	0.16%
POINTE COUPEE	-2.14%	1.59%	2.57%	1.55%	0.48%
RAPIDES	-6.57%	-3.01%	-1.77%	-3.04%	-4.07%
RED RIVER	-1.27%	2.49%	2.37%	2.46%	1.37%
RICHLAND	-13.76%	-10.48%	-9.77%	-10.51%	-11.46%
SABINE	-7.07%	-3.53%	-2.81%	-3.56%	-4.59%
SAINT BERNARD	-9.57%	-4.99%	-5.05%	-6.16%	-7.15%
SAINT CHARLES	-16.77%	-12.65%	-12.82%	-13.64%	-14.55%
SAINT HELENA	-2.32%	1.18%	1.07%	1.37%	0.29%
SAINT JAMES	-3.86%	-0.21%	0.15%	-0.24%	-1.30%
SAINT JOHN THE BAPTIST	-0.38%	3.41%	3.26%	3.38%	2.28%
SAINT LANDRY	-2.46%	1.20%	1.03%	1.22%	0.15%
SAINT MARTIN	-5.85%	-2.27%	-1.85%	-2.30%	-3.34%
SAINT MARY	0.27%	-0.02%	1.72%	4.05%	2.94%
SAINT TAMMANY	-6.42%	-1.91%	-1.88%	-2.89%	-3.92%
TANGIPAHOA	-8.11%	-3.35%	-3.08%	-4.65%	-5.66%
TENSAS	-16.84%	-13.68%	-14.58%	-13.71%	-14.62%

Table D: Percent Change Over 2008

**Domestic Travel Impact on Louisiana Parishes - 2009****Table D: Percent Change Over 2008 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	-9.11%	-4.23%	-5.02%	-5.68%	-6.68%
UNION	-2.93%	0.76%	0.06%	0.73%	-0.34%
VERMILION	-11.21%	-7.83%	-6.78%	-7.86%	-8.84%
VERNON	0.90%	5.15%	5.00%	4.71%	3.59%
WASHINGTON	-12.07%	-8.72%	-8.05%	-8.75%	-9.72%
WEBSTER	-8.11%	-4.61%	-4.42%	-4.65%	-5.66%
WEST BATON ROUGE	-13.55%	-10.26%	-7.29%	-10.29%	-11.24%
WEST CARROLL	-5.53%	-1.94%	-3.79%	-1.97%	-3.01%
WEST FELICIANA	-3.38%	0.30%	1.31%	0.27%	-0.80%
WINN	-6.49%	-2.94%	-2.71%	-2.97%	-4.00%
<b>STATE TOTALS</b>	<b>-7.00%</b>	<b>-2.59%</b>	<b>-2.58%</b>	<b>-3.54%</b>	<b>-4.27%</b>

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Table E: Alphabetical By Parish, 2008

<b>Domestic Travel Impact on Louisiana Parishes</b>					
<b>Table E: Alphabetical By Parish, 2008</b>					
<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ACADIA	\$34.28	\$3.35	0.18	\$1.91	\$0.64
ALLEN	175.94	47.86	2.34	5.02	3.55
ASCENSION	82.59	9.73	0.58	4.41	1.34
ASSUMPTION	10.88	1.17	0.07	0.57	0.25
AVOYELLES	106.80	24.72	1.25	2.56	1.70
BEAUREGARD	17.40	2.31	0.12	0.89	1.31
BIENVILLE	9.71	1.23	0.07	0.49	0.72
BOSSIER	383.34	108.11	5.43	16.73	11.13
CADDO	541.19	111.32	5.10	24.17	11.35
CALCASIEU	360.27	88.17	4.31	15.74	9.60
CALDWELL	7.08	0.93	0.05	0.32	0.46
CAMERON	4.47	0.64	0.04	0.19	0.27
CATAHOULA	5.62	0.91	0.06	0.23	0.35
CLAIBORNE	8.73	1.33	0.08	0.38	0.46
CONCORDIA	12.20	1.47	0.09	0.60	0.57
DE SOTO	14.46	1.69	0.10	0.79	0.50
EAST BATON ROUGE	784.83	143.04	6.98	34.37	14.13
EAST CARROLL	9.65	1.03	0.07	0.57	0.22
EAST FELICIANA	3.66	0.60	0.04	0.15	0.23
EVANGELINE	15.48	2.30	0.13	0.75	0.58
FRANKLIN	7.42	1.11	0.08	0.29	0.24
GRANT	3.54	0.56	0.04	0.14	0.31
IBERIA	44.46	6.62	0.38	2.12	0.78
IBERVILLE	21.07	3.10	0.16	1.07	0.87
JACKSON	9.08	1.22	0.08	0.34	0.24
JEFFERSON	1,001.57	192.28	9.77	39.69	20.24
JEFFERSON DAVIS	18.49	2.30	0.15	0.97	0.43



Table E: Alphabetical By Parish, 2008

<b>Domestic Travel Impact on Louisiana Parishes</b>					
<b>Table E: Alphabetical By Parish, 2008 (Continued)</b>					
<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LAFAYETTE	414.25	68.94	3.50	19.30	7.57
LAFOURCHE	78.83	9.58	0.54	4.17	1.32
LASALLE	4.51	0.70	0.05	0.17	0.23
LINCOLN	29.09	4.79	0.31	1.37	0.71
LIVINGSTON	46.46	4.32	0.23	2.51	1.63
MADISON	44.54	3.52	0.17	2.95	0.67
MOREHOUSE	14.94	2.34	0.13	0.72	0.40
NATCHITOCHES	34.25	5.27	0.33	1.66	1.22
ORLEANS	3,488.56	804.35	46.85	126.90	85.99
OUACHITA	217.63	39.90	1.92	8.98	4.14
PLAQUEMINES	23.74	3.91	0.20	1.13	1.75
POINTE COUPEE	10.32	1.33	0.08	0.48	0.26
RAPIDES	133.34	20.26	1.07	6.28	2.58
RED RIVER	5.48	0.70	0.04	0.28	0.18
RICHLAND	18.72	2.20	0.13	1.05	0.36
SABINE	20.06	2.62	0.14	0.91	2.06
SAINT BERNARD	35.31	4.52	0.25	1.80	0.51
SAINT CHARLES	39.50	5.25	0.30	1.89	0.57
SAINT HELENA	2.41	0.46	0.03	0.09	0.16
SAINT JAMES	10.79	1.41	0.10	0.49	0.17
SAINT JOHN THE BAPTIST	36.48	5.92	0.36	1.67	0.77
SAINT LANDRY	90.29	10.39	0.63	4.94	2.55
SAINT MARTIN	27.30	3.32	0.16	1.37	1.53
SAINT MARY	139.99	31.14	1.62	4.04	2.33
SAINT TAMMANY	195.04	27.64	1.52	10.12	5.36
TANGIPAHOA	136.84	13.59	0.75	7.48	2.33
TENSAS	3.83	0.79	0.04	0.15	0.42

Table E: Alphabetical By Parish, 2008

**Domestic Travel Impact on Louisiana Parishes****Table E: Alphabetical By Parish, 2008 (Continued)**

<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
TERREBONNE	115.56	16.01	0.93	6.01	2.03
UNION	11.66	1.30	0.07	0.62	0.79
VERMILION	40.15	4.13	0.22	2.23	1.03
VERNON	19.08	2.58	0.15	0.95	0.80
WASHINGTON	21.95	2.47	0.14	1.15	0.62
WEBSTER	44.63	5.22	0.27	2.51	1.39
WEST BATON ROUGE	47.01	6.17	0.36	2.62	0.89
WEST CARROLL	3.75	0.59	0.04	0.15	0.14
WEST FELICIANA	18.73	3.04	0.19	0.95	0.75
WINN	6.82	1.32	0.09	0.28	0.31
<b>STATE TOTALS</b>	<b>\$9,326.08</b>	<b>\$1,881.10</b>	<b>101.68</b>	<b>\$385.81</b>	<b>\$218.99</b>

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## **APPENDICES**

## Appendix A: Travel Economic Impact Model

### Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at U.S. Travel Association (formerly known as the U.S. Travel Data Center) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of 16 travel categories. The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

### Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight trips away from home in paid accommodations and day or overnight trips to places 50 miles or more, one way, from the traveler's origin.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

A *travel expenditure* is assumed to take place whenever a traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into 16 categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

*Economic impact* is represented by measures of spending, employment, payroll, business receipts

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and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

*Employment* represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

## **Description of the Model**

### *Estimates of Travel Expenditures*

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Sixteen (16) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 16 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by TIA, The Bureau of Labor Statistics' Survey of Consumer Expenditures, Smith Travel Research's Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries' (OTTI) In-Flight Survey and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

### *Estimates of Business Receipts, Payroll and Employment*

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 16 travel categories are associated with a type of travel-related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC

701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates.

The total sales, payroll and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau and The Bureau of Transportation Statistics.

#### Estimates of Tax Revenues

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Massachusetts State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Massachusetts.

#### Estimates for Counties and Local Areas

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments and private organizations. The data can be gathered at the zip code level.

Data from the U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, state revenue departments, TIA's travel surveys and other sources are used in building and updating the model. These data indicate the change in travel spending for each of the expenditure categories for each state over the previous year, as well as changes in the

relationship of travel spending to employment, payroll and tax revenue.

### **Limitations of the Study**

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

## **Appendix B: Glossary of Terms**

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities. Also included are expenditures on "other transportation" as indicated in the TravelScope.

Travel-generated Tax Receipts. Those federal, state and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.



## Appendix C: Travel-Related Industry Measurement

### SIC-NAICS Transition

The *travel industry*, as defined by TIA and covered in its research, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level. For many years, TIA selected these business types using 1987 U.S. Standard Industrial Classification (SIC) system codes.

The SIC system has been used for decades with tremendous success to classify all businesses in the U.S. by the types of products or services they make available. To its credit, the SIC system has facilitated the collection, tabulation and analysis of data. It has also promoted “apples-to-apples” comparability in statistical analyses. At the industry group level, SIC Codes report industry groups as 2 or 3 digit categories to 4 digits at their most specific.

However, as a direct consequence of rapid and widespread structural changes throughout the American economy in recent years, the SIC system has become largely outdated. Therefore, its business classification capabilities have become increasingly less than optimal.

In 1998, the United States Office of Management and Budget published a new industry classification system – the 1997 North American Industry Classification System (NAICS) to replace the SIC system. In contrast, the 2- to 6-digit NAICS industry classification system includes more useful and detailed economic data and provides a more comprehensive statistical representation of our industry. NAICS offers four major advantages over the SIC system:

Relevance: NAICS identifies hundreds of new, emerging, and advanced technology industries. Perhaps most important in terms of quantification of travel-related activity, NAICS reorganizes industries into more meaningful sectors, especially in the service-producing segments of the economy. A few examples of travel-related industries that are separately recognized for the first time:

- Convenience stores
- Gas stations with convenience stores
- Casino hotels
- Casinos
- Other gambling industries
- Bed and breakfast inns
- Limited service restaurants

International Comparability: NAICS was developed by the U.S. Office of Management and Budget (OMB) in cooperation with Statistics Canada and Mexico’s Instituto Nacional de Estadística, Geografía e Informática (INEGI). NAICS provides for comparable statistics among the three NAFTA trading partners.

Consistency: NAICS defines industries according to a consistent principle -- businesses that use similar processes are grouped together.

Adaptability: NAICS will be reviewed *every five years*, so classifications and information keep up with our changing economy.

### **TEIM: SIC/NAICS Industry Categories**

With the transition to NAICS, TIA has adjusted its selections of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, TIA's Travel Economic Impact Model, tracks business activity in seven (7) major travel-related industry groups. These, in turn, are comprised of sixteen (16) business subcategories.

The industry groups and subcategories used in the model are outlined below, followed by a detailed table of SIC and NAICS Codes.

Automobile Transportation Industry: Gasoline service stations, motor vehicle/parts dealers and passenger car rental.

Entertainment/Recreation Industry: Entertainment, art and recreation industry.

Foodservice Industry: Eating & drinking places, and grocery stores.

General Retail Trade Industry: General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops.

Incidental Purchases Industry: See above, *General Retail Trade Industry*.

Lodging Industry: This industry includes hotels, motels, and motor hotels, camps and trailer parks.

Public Transportation Industry: Air transportation, taxicab companies, interurban & rural bus transportation, railroad passenger transportation (Amtrak) and water passenger transportation. Also is the "dummy" industry of "other transportation."

Travel Arrangement Industry: This includes travel agencies, tour operators, and other travel arrangement & reservation services.

**1987 SIC – 1997 NAICS:  
Selected Travel-Related Categories**

SIC DESCRIPTION(S)	SIC CODE(S)	NAICS DESCRIPTION(S)	NAICS CODE(S)
<b>Accommodations</b>			
<i>Hotels and Motels</i>	701	<i>Traveler Accommodation</i>	7211
<i>Recreational Vehicle Parks &amp; Campsites</i>	703	<i>Recreational Vehicle Parks &amp; Campgrounds</i>	7212
<b>Auto Transportation</b>			
<i>Passenger Car Rental</i>	7514	<i>Passenger Car Rental</i>	532111
<i>Gasoline Service Stations</i>	554	<i>Gasoline Stations with Convenience Stores; Other Gasoline Stations</i>	447110; 447190
<i>Automotive Dealers</i>	55 (excl. 554)	<i>Motor Vehicle &amp; Parts Dealers</i>	4411; 4412; 4413
<b>Entertainment and Recreation</b>			
<i>Amusement and Recreational Services</i>	79	<i>Amusement, Gambling &amp; Recreation Industries</i>	713
		<i>Performing Arts, Spectator Sports &amp; Related Industries</i>	711
<i>Museums, Art Galleries, Botanical and Zoological Gardens</i>	84	<i>Museums, Historical Sites &amp; Similar Institutions</i>	712
<b>Food</b>			
<i>Eating &amp; Drinking Places (Alcoholic Beverages)</i>	581	<i>Foodservices &amp; Drinking Places</i>	7221; 7222; 7224
<i>Grocery Stores</i>	541	<i>Food and Beverage stores</i>	4451; 4452; 4453
<b>Public Transportation</b>			
<i>Air Transportation</i>	45	<i>Passenger Air Transportation; Airport Support Activities</i>	481; 4881
<i>Rail - Local &amp; Suburban Transit</i>	4111	<i>Rail Transportation</i>	485112
<i>Interurban &amp; Rural Bus Carriers</i>	413	<i>Interurban &amp; Rural Bus Transportation</i>	4852
<i>Charter Bus/Interstate</i>	4142	<i>Charter Bus (interstate/interurban)</i>	4855102
<i>Taxi &amp; Limousine Services</i>	412	<i>Taxi &amp; Limousine Services</i>	4853
<i>Water Transportation of Passengers</i>	448	<i>Water Passenger Transportation</i>	483112; 483114; 483212
--	--	<i>Scenic &amp; Sightseeing Transportation</i>	487
		<i>(New industry-includes parts of SICs 4119,4489,4522,4789,7999)</i>	
<b>Retail</b>			
<i>General Merchandise Stores</i>	53	<i>General Merchandise Stores</i>	452
<i>Miscellaneous Retail Stores</i>	59	<i>Other Retail Stores</i>	453; 44611; 4483; 45111; 45112; 45121
<b>Travel Arrangement</b>			
<i>Travel Arrangement</i>	472	<i>Travel Arrangement &amp; Reservation Services</i>	5615
		<i>(includes travel agencies and tour operators)</i>	

## **Appendix D: Sources of Data**

This appendix presents the sources of data used in this report.

### **Sources**

Air Transport Association  
American Automobile Association  
Amtrak  
American Society of Travel Agents  
Bureau of the Census, U.S. Department of Commerce  
Bureau of Economic Analysis, U.S. Department of Commerce  
Bureau of Labor Statistics, U.S. Department of Labor  
Bureau of Transportation Statistics, U.S. Department of Commerce  
Federal Aviation Administration, U.S. Department of Transportation  
Federal Highway Administration, U.S. Department of Transportation  
National Park Service  
Louisiana Office of Tourism  
Louisiana Department of Labor, Research & Statistics Division  
Smith Travel Research  
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce  
U.S. Travel Association